

WILLIAMSTON **Belk-Tyler's Gigantic** WILLIAMSTON

JULY SALE!

Begins Thursday Morning, July 15th—Promptly at 9 O'clock Eastern Carolina's Greatest Selling Event

EVERYTHING REDUCED!

NOTHING RESERVED!

EVERBODY'S COMING!

DON'T MISS IT!

SALE... 225 WOMEN'S RAYON PANTIES! Full cut Rayon Panties in lace-trimmed and tailored styles. Regular values to 29c... SALE **15c**

GRAB TABLE WOMEN'S HATS Odd hats in assorted styles and colors. Were up to \$2.00 **19c**

SALE... THURSDAY MORNING, 9:30 A. M. GIRL'S RAYON PANTIES—Full cut, made of good rayon, ages to 16 years **12c**

SALE!
ENTIRE STOCK
Silk Dresses
at
Final REDUCTIONS
600 silk dresses in all the newest summer materials at drastic reductions for immediate clearance.

Printed Chiffons! Printed Crepes! Washable Crepes! Tripe Sheers! Bemberg! In plain and solid colors. Out they go now!

DRESSES—To \$3.00. July Sale Price **\$1.77**

DRESSES—To \$4.00. July Sale Price **\$2.47**



SALE!
100 WOMEN'S
Silk Dresses
Washable Crepes! Printed Crepes! Novelty Silks! Assorted styles. Here's the biggest dress bargain you ever bought!

To the First 100 Customers
SALE
\$1.00



A GIVE AWAY
Thursday At 9 A. M.
225 PIECES
Silk Undies
A real "Knockout"! **Silk Pajamas! Silk Gowns! Silk Slips!**
Made of 100% pure silk crepe. Beautifully styled, in lovely lace-trimmed and tailored styles. All first quality... All perfect...
REGULAR VALUES TO \$4.00
Rush Down To This Bargain Feast

JULY SALE PRICE
\$1.00



WOMEN'S SHOES
AT
Drastic Reductions

SALE... 300 PAIRS
WOMEN'S SANDALS
Here's a "Knockout"! Sandals in open and closed toe styles, in whites and multi-colors. Rush down early Thursday—

88c



DRESSES TO \$5.00 July Sale Price **\$2.87**

DRESSES TO \$7.00 July Sale Price **\$3.87**

DRESSES TO \$8.00 July Sale Price **\$4.87**

DRESSES TO \$10.00 July Sale Price **\$6.87**

SALE!... 350 PAIRS
Knee-High SILK HOSE
All silk Knee-Highs, medium sheer quality in all summer colors. A real bargain! Buy plenty!

22c



SALE... ENTIRE STOCK OF
Wash Dresses
AT DRASTIC REDUCTIONS
Dotted Swisses... Printed Swisses... Printed Muslins... Linens... Voiles and Novelty Fabrics... All Newest Styles!

Regular Values to \$1.50 **83c**

DRESSES To \$2.50... SALE **\$1.79**

DRESSES To \$4.00... SALE **\$2.69**

SALE! WASH DRESSES
Made of fast color Prints. Newest styles. All sizes from 14 to 50. 98c values **57c**



SALE!... WOMEN'S SANDALS and OXFORDS
Lovely styles in whites, combinations, and all wanted colors... Only 250 pairs at this give-away price. **JULY SALE PRICE—**

\$1.67



SALE
150
Lovely
HATS
Laghorns... Linen... White Felts... Panamas. In all the newest shapes. Rush down early Thursday

Regular Values to \$1.50

83c



SALE!... HOSIERY
900 PAIRS "CORA"
Pure Thread Silk
HOSE
Pure thread silk from top to toe, with dainty picot finish. A lovely medium sheer quality. In all the newest summer shades.

These hose are worth up to 79c on today's market.

47c



WOMEN'S NOVELTY OXFORDS
High grade Novelty Oxfords, Pumps, and Straps. Whites and Sports Combinations. About 300 pairs to close out.

JULY SALE PRICE
\$2.27



SALE
ALL BETTER HATS REDUCED
Entire Stock of Better Hats, reduced for immediate sale—
Hats to \$2.50, July Sale **\$1.57**

SALE!
CREPE SLIPS
July Sale Price
French Crepe Slips, tailored and lace trimmed. All sizes. Regular 59c values—

38c




SALE! GLOVES
Novelty Wash Gloves, white and colors, Values to 79c. July Sale **34c**

Meshes and Novelty Wash Gloves, assorted styles. July SALE **68c**




WOMEN'S NOVELTY SHOES
Modern Miss and other better grades. This large lot includes walking shoes, pumps and novelty ties. Whites, Browns, Blacks and Combinations. Kids, Calfs, and Nubucks—

JULY SALE
\$2.87



SALE! WOMEN'S HATS
Fine quality Straws in navy, browns, black and colors. Were up to \$2.95. You must hurry!
JULY SALE
47c

SALE!
"SLIMFORM" SLIPS
Fine Crepe Slips, will not pull at seams. Lace trimmed and tailored styles. White and flash.
83c



SALE! BAGS
Calfs, patents and fabrics, in envelopes and handles. Regular values to 79c—

44c

SALE! NEW BAGS
Whites and novelties... Values to \$1.39. All new styles.
JULY SALE—
77c



BLOUSES
Linen and silks. Assorted styles. Values to \$1.29...
July Sale **68c**



"NATURAL BRIDGE" ARCH SHOES
Oxfords in whites and brown and white combinations. Fine calf, all new styles! Widths from AAA to E. Regular \$5.00 grades.

JULY SALE
\$3.97

SALE!... GIRL'S DRESSES
Sheer Prints! Organ-dies! Prints! In a wonderful collection of styles. Ages 2 to 14 years. While they last Thursday...
38c



BOYS' WASH SUITS
Well made of broadcloths, in sleeveless and short sleeve models. Buy all you can use!
JULY SALE PRICE... 49c

WASH SUITS
Fine broadcloths, well made, all fast colors. All sizes **83c**



SALE! CHILDREN'S SHOES
Oxfords and sandals, whites and all colors. Solid leather with leather soles. Were up to \$1.50—

JULY SALE
83c



SALE... 1,500 PAIRS FINE SILK HOSE
"Reign Beau" "Hillcrest"
Lovely sheer chiffons, ringless, with picot tops. These come in all newest summer shades. Regular 79c and 89c values.

63c 2 pairs \$1.25

WOMEN'S TWILL SLACKS
Novelty styles, full cut, well made, in white, navy and browns. July Sale Price **88c**

SALE
BETTER DRESSES
Fine Cinderella Dresses of the best materials. All ages from 3 to 16 years—
83c

SUN SUITS
Made of good quality fast color prints, ages 2 to 8. July Sale price **38c**

All BATHING SUITS
At Drastic Reductions **\$1.47**

\$2.00 BLOUSES
Fine silk crepes, assorted styles. \$2 regularly...
SALE PRICE

32-Piece DINNER SETS
Good quality China, solid green and white with dainty floral designs. Full 32-piece dinner set. \$3.50 value.

\$1.99



BELK-TYLER COMPANY